

Rep Order# 9797735 Ver# 3 Status Revised Traffic Order# 31484

Printed: 08/21/2012 1:40 PM  
Last Received: 08/21/2012 1:19 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL ISSUE GROU  
Product P-USA ACTION  
Estimate# 1521  
Buyer CASEY BESSETTE  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1521  
Flight Dates 08/21/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

PRIORITIES USA ACTION \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MG FOR LNS 4,5 SHOWN ON LN 6  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	TU-F	7P-730P	WHEEL	:60	\$800.00	08/21-08/24	2	1	2	\$1,600.00	
				[MADE-GOOD BY LINE(S) 6]								
				V3 Effective Dates Changed								
	*6	SU	9P-11P	EXT HOME MAKEOVER	:60	\$1,600.00	08/26-08/26	1	1	1	\$1,600.00	
				Sales Remark: V3 MG FOR LNS 4,5 8/21								
				[MKGD FOR SPOTS MISSED ON LN #4: 8/21(1/WK), MKGD FOR SPOTS MISSED ON LN #5: 8/21(1/WK)]								
				V3 Added								
	*5	TU-F	730P-8P	JEOPARDY	:60	\$800.00	08/21-08/24	0	0	0	\$0.00	
				[MADE-GOOD BY LINE(S) 6]								
				V3 Effective Dates Changed								

---REPORT TOTALS---

Report Totals: 3 / \$3,200.00

---SALES MONTHLY TOTALS---

Aug 12: 8 / \$6,200.00 Sep 12: 0 / \$0.00

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EC'd Yes

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Sales Totals: 8 / \$6,200.00

Station Totals: 8 / \$6,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$110,714

CABL	0%	UNKN	0%	WBSV	0%	WFLA	22%	WFTS	22%
WTOG	1%	WTSP	22%	WTTA	4%	WTVT	20%	WWSB	5%

Books null  
Demos RA35+